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OnTheSnow.com Releases 2011 Spring Break Ski and Snowboard Resort Top 10 Lists and Top 10 Reasons to Hit the Slopes versus the B

OnTheSnow.com,

the most visited snow sports site in the world, today released the 2011 Spring Break Resort Top 10 lists highlighting the best spring break ski and snowboard destinations in North America for families and college students. Analyzing page views and reviews from the site's 3.4 million monthly unique visitors along with other data, the report ranked the top U.S. and Canadian resorts for families and college students looking to hit the slopes in March and April. Resorts in the U.S. west swept the Top 10 lists in both categories with spots in Colorado, California and Utah earning top nods, although Whistler Blackcomb in British Columbia and Tremblant in Quebec also made the top 25.

"For years, OnTheSnow has collected an unmatched amount of information about destination resorts-snowfall totals, popularity on the website, snow base depths, and thousands and thousands of reviews," said Chad Dyer, Global Managing Director of Mountain News Corporation, which operates OnTheSnow. "We decided to put that information to work. These Top 10 lists combine millions of data points to answer that quintessential American question: where should we go for spring break? Well, now we know. And because we're passionate about snow sports, we also had some fun developing the Top 10 reasons why vacationers should play on the snow versus on the beach this year." To rank each resort's spring break potential, the OnTheSnow team drew from the site's wealth of traffic information, user reviews a sophisticated algorithm that scored the resorts on a



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variety of

factors such as resort page views, average spring snowfall, current snow

base depth and users' ratings of family-friendliness and nightlife,

OnTheSnow's analytics team identified the top resorts with great snow

conditions and the right mix of off-slope activities for skiers and

snowboarders over spring break. For college students, the team

emphasized user reviews of downhill terrain and the nightlife, while

users' opinions of resorts' suitability for families played a greater

role in choosing the best mountains for parents and kids traveling

together.

"Our goal was to distill all the data we generate as the world's most

visited snow sports site into something that people could easily use to

make their travel decisions," said Dyer. "The rankings should help

minimize the legwork normally associated with finding the perfect spring

break destination for skiing and riding."

The Top 10 spring break resorts for families and college students

(listed alphabetically): For Families ? ? ? ? For College Students Breckenridge Breckenridge Deer Valley Heavenly Heavenly Jackson Hole Keystone Keystone Mammoth Mountain Mammoth Mountain Park City Snowbird Steamboat Squaw Valley Taos Steamboat Vail Telluride Winter Park Vail ? For families and students still making the choice between the mountains

and the beach, the OnTheSnow team also set out to make the case for

snow, identifying the Top 10 reasons to choose skiing and snowboarding

over spending a week at the beach this spring:

Top 10 Reasons to Go "OnTheSnow" vs. to the Beach this Spring Break: 1. No sharks



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2. High-altitude après-ski = money saved on drinks at the bar

3. Snow bunnies, hot tubs, and that sexy ski instructor who tells you, "This mountain is my office."

4. Under seven layers of gear and a helmet, no one can tell that you didn't shower

5. Snowboards are easier to carry than surfboards

6. No need to wax or fake tan

7. No sand in your pants or your luggage

8. Being snowed in is romantic. Being monsoon-ed in is, well, pretty terrible

9. You don't have to see any hairy backs or Speedos

10. The beach will still be there for a summer vacation

To calculate the Top 10 lists, the OnTheSnow analytics team identified several categories for comparison and ranked all North American resorts

in each of them. The following categories were assessed for each group: For Families ? ? ? ? For College Students • Non-College traffic to Resort Pages • College traffic to Resort Pages • Family Friendliness (User ratings) • Nightlife (User ratings) • Average Base Depth, March and April • Downhill Terrain (User ratings) • Average March Snowfall, March and April • Average Base Depth, March and April • Average Snowfall, March and April To see the full rankings and to learn more about planning the perfect

spring break ski trip, visit <http://www.onthesnow.com>.



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About OnTheSnow.com and Mountain News

Corporation

OnTheSnow

is operated by Mountain News Corporation (MNC). MNC, a subsidiary of Vail Resorts websites throughout the world, including approximately 400 news media

websites. The Company's pre-produced networks and 800 stations across the country. In addition to their snow

reports and website, OnTheSnow.com publishes and delivers a weekly e-mail newsletter worldwide. MNC also operates MountainGetaway.com,

the year-round headquarters for information regarding popular mountain

resort communities and regions in the summer months.

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